The Cancer Society's efforts reach adults, too. Local and national ACS officials make countless talks of this kind, and usually get publicity as a result.

LONG ISLAND PRESS
Jamaica, New York
December 2, 1960

And Nobody There Wanted a Cigarette

Members of the Suffolk Community Council were enjoying after-luncheon smokes yesterday when Alex Smeddon started talking.

Smeddon, director of the Suffolk Cancer Society, hadn't been speaking for more than a few minutes when all cigarettes were out. And there wasn't another cigarette lighted during the rest of the meeting which was held in a Centerport restaurant.

"More than a million of today's school children will die of lung cancer before they're 70 if the present trend continues," Smeddon told the group.

"Lung cancer strikes 10 times as many smokers as non-smokers," he said.

"Smokers are not being affected by the education," he said. "They are smoking more and more. Researchers are aiming at what motivates the heavy smoker."

"They are trying to educate the children before they develop the smoking habit," he said.

About 75 members of the council attended the luncheon, which was sponsored by the Suffolk Cancer Society.

ORANGE LEADER
Orange, Texas
May 27, 1960

Kiwanians Hear Talk On Cancer

Orange Kiwanians yesterday heard L. J. (Buddy) Says, a representative of the Orange County Chapter of the American Cancer Society, discuss causes and detection of cancer.

Says pointed out that lung cancer is the leading cause of cancer fatalities and that cigarette smoking is a definite cause. He explained that death rates are much higher for those who smoke than in non-smokers.

He illustrated with a film, that each person should have at least two X-rays taken per year to determine if he has cancer cells in his lungs.

Says was introduced to the members by Alan Cary, program director.

Guests were Rep. Louis Dugas, and Barney Carswell, member of the Downtown Kiwanis Club of Beaumont.

John Woodside, president, announced that a board of directors meeting will be held Tuesday at 7 p.m. in the Orange Community Center.

UNION-SUN AND JOURNAL
Lockport, New York
October 22, 1960

Club Hears Talk Bearing On Lung Cancer

"If present smoking trends among teenagers continue, one million of today's school children will die of lung cancer before they reach 70 years of age."

Mrs. Evelyn Morotchie, a representative from the Lockport branch of the American Cancer Society, gave this opinion to the Social Workers' Club at a meeting held Wednesday at Sisley's Restaurant.

Showing a film entitled "To Smoke or Not to Smoke," she said this was a personal and individual decision for each to make.

The film summarized recently published data on smoking, as part of the Cancer Society's policy of providing the public with information on this and other aspects of cancer problems.

NEW YORK TIMES
New York, New York
October 30, 1960

CAUTIONS ON SMOKING

Cancer Expert Urges Drive to Educate Teen-Agers

ATLANTIC CITY, Oct. 29 (AP)—A cancer authority said today that the best way to reduce death from lung cancer was to prevent teen-agers from starting to smoke.

Dr. Daniel Horn, director of program evaluation for the department of medical affairs of the American Cancer Society, addressed New Jersey high school science and health teachers at the fourth annual Teachers Institute on Cancer Education.

"An attack on teen-age smoking is the only way to reduce death from lung cancer," Dr. Horn said.

The director said that 100 persons died each day of lung cancer in the United States. He warned that the total was expected to double in ten years.

Source: https://www.industrydocuments.ucsf.edu/docs/fmmx0000